

Position Profile

Title:	National Sales Executive
Department:	Sales
Reports To:	Sales Director

SETTING

Pattison Sign Group Inc. is a highly successful, North American company growing organically and through ongoing acquisitions. It is one of the world's largest sign and physical branding element companies, with three manufacturing facilities, six sales offices and over 800 employees across North America.

The company is dedicated to absolute customer satisfaction and ultimate quality in its products and services. It is ISO certified to ensure Total Quality in its products and services. The culture of the company is focused on performance and accountability and supports employee empowerment and development.

The company operates independently within The Jim Pattison Group, headquartered in Vancouver and comprised of over 575 locations worldwide. The Jim Pattison Group is broadly based across the automotive, media, packaging, food sales and distribution, magazine distribution, entertainment, export and financial industries. With sales of over \$9.6 billion in 2016 and more than 42,000 employees, the Jim Pattison Group is the third largest private company in Canada.

OVERVIEW

This entrepreneurial business-development role provides a unique opportunity to sell a premium brand across North America and to drive and manage the business to business sales process. The National Sales Executive (NSE) will build an extensive client base through personal initiative, excellent interpersonal skills using a consultative selling approach. This complex role, reporting to the Sales Director, provides business insight through interaction with all departments across the organization in a company that encourages the development of business acumen and a broad business network. The NSE teams will largely be responsible for maintaining and enhancing our overall customer relationships for existing accounts and must take full ownership of these key business to business connections.

In addition, new business development will take front stage with NSE's creating the opportunity, strategy and execution to penetrate the marketplace. This can be achieved by using experience from current/previous relationships and market analysis. In addition, understanding PSG's value proposition, competencies and strengths as a company will shape the qualification process when prospecting.

From an internal perspective, the NSE will work closely with their Key Account Managers (KAM's) to mutually ensure that PSG reaches the highest level of customer loyalty with our premium client base, while exceeding our account sales and margin objectives. In addition working with PSG critical stakeholders such as VP's, Senior Leaders, Designers, Customer Experience Management and Operations will be critical. The position will have no direct reports at this time. Externally, the NSE will communicate with key industry influencers such as architects, designers, buyers, CFO's and customer/prospect critical stakeholders. The role requires excellent communication, negotiation and relationship-building skills. In addition, the creativity and innovation needed to optimize sales opportunities with existing customers and a very strong commitment to increasing customer loyalty. The position requires approximately 50% out of town travel (sales meetings, customer/prospect visits, trade shows, and PSG offices/facilities)

QUALIFICATIONS and COMPETENCIES

Relationship Management:

Creating relationships that drive sales. Conducting thoughtful client conversations that add value by providing solutions, relevant information based on industry/market trends and soliciting feedback. To achieve long term customer loyalty with existing clients, the NSE needs to dig deep and identify proven tactics for strengthening the health and depth of their business relationships. Strong relationships should be enhanced and moved to the next level by delivering something extra or providing added value to ensure loyalty over the long term.

Builds strong relationships with all departments across organization to fully understand PSG's product offerings and gain insight into the sales (KAM), customer experience and production process. Grows existing business by listening attentively to clients' needs and offering new products or new services to help expand their business. In addition, provides excellence in customer service to build trust with clients and colleagues. Provides excellence in customer service to build trust with clients and promote repeat business. Part of managing relationships includes educating and informing clients of the company processes to manage expectations and timelines. Investigates any customer concerns, in collaboration with the assigned KAM, through active listening/questioning and develops appropriate solutions through discussion with internal departments.

Strategic Leadership: Empowering customers/prospects to make better decisions. This means setting the strategy/vision for increasing customer loyalty by creating and effectively communicating a plan and leading the execution. To support this competency of strategic leadership, the NSE must understand the marketplace as it relates to their target industry by leveraging social media, trade shows and experts in the field.

Learning & Knowledge Management: Ability to keep well-informed of changes within the customer portfolio (resourcing, growth strategies, mergers, rebranding etc.) that may indicate growth opportunities.

Negotiation: Ability to undertake continual adjustments with customer/prospect stakeholders by actively listening, influencing and establishing trust while driving the sales process. This includes negotiating with decision makers, connecting price with value and

understanding when negotiations with prospects should continue and just as critical, when to discontinue the discussions.

Problem Solving & Decision Making: Ability to analyze and define a problem, evaluate alternatives, propose a solution and how and when to execute.

Communication: Ability to produce clear status reports (writing and verbal), communicate professionally and ability to adapt communication depending on the audience receiving the message. This includes internal and external stakeholders. Ability to plan/deliver effective customer/prospect sales presentations.

Sales Business & Financial Acumen: Having insight and sales skills such as overcoming buyer resistance, asking great questions, presenting solutions in the form of a dialogue and obtaining commitment. In addition, the NSE understands how all of the moving parts work together to make deals connect from a financial and business perspective. This includes understanding and selling opportunities related to Lease and Maintenance services.

KEY RESPONSIBILITIES:

New Business Development (Includes Customer on Boarding Process)

- Identifies new markets and business opportunities (by increasing sales and profitability) that support PSG's vision, value proposition and overall company objectives.
- Opportunities will evolve from penetration of current customer portfolio and prospecting for new business.
- Creates a business development strategy to establish a consistent pipeline of new sophisticated buyers, while leading enhancements in customer loyalty of existing portfolio with support from assigned KAM.
- New business development will be managed by the forecast and budgeting process. This includes developing a focused selling plan that includes networking, broadening business awareness and contact, and anticipating and pursuing opportunities.
- Understands and expertly markets PSG's unique positioning, including its premium brand which includes innovative and comprehensive signage solutions.
- Customize/personalize the sales approach to fit the nature of the customer/prospect which could include large custom projects or large businesses looking to re brand.
- Gains understanding of the breadth of the product and service line, contractual arrangements and PSG's sales process from design and manufacturing to services such as leasing and maintenance.
- Knowledge transfer: Take time to educate the assigned KAM on customer expectations, nuances, contact introduction and PSG internal processes.
- Ability to lead contract reviews, closing sale and appropriate sign offs. Support hand off to KAM and Project Management once business is secured.
- Plans and prioritizes personal sales activities for new prospects or existing customers using a high level of discipline and organizational ability.
- Planning, preparing and delivering customer/prospect sales presentations with ability to create a call for action which includes communicating next steps in the process.

KEY PERFORMANCE MEASUREMENTS

The performance of the National Sales Executive will be measured by:

- Demonstrated ability in meeting goals and objectives set by Sales Director
 - Sales targets with profitable selling gross margins
 - Development and implementation of new customer programs that increase PSG's scope and relationship
 - Control on operating expenses
- Effective team work
- Customer satisfaction and retention
- Demonstrated ability to meet approved budgets and forecasts
- Accurate, timely completion of tasks within our Service Level Agreements (SLA's)